Quality Service Encourages Visitors to Return

Tourism, Culture and Heritage

News Releases

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Friendly and knowledgeable service providers give Nova Scotia's tourism industry an important edge: when visitors have positive encounters with hotel workers and tour guides, they are more likely to tell their friends and to visit again. That's one of the reasons the province is investing $85,000 this year towards human resource development in the tourism industry.

"Today's global tourism market is very competitive and continuous improvements are the key to success," said Rodney MacDonald, Tourism, Culture and Heritage Minister. "Developing a professional and sustainable tourism workforce will help to ensure our visitors have the best possible experience."

The province's investment has helped Nova Scotia become a leader in tourism human resource development. Last year, the Canadian Tourism Human Resource Council reported that Nova Scotia had the highest number of certified tourism professionals in Canada. Nova Scotia also had the highest number of certified food and beverage managers per capita. National certification is available for tourism professionals in more than 30 occupations, and hundreds of Nova Scotians have been involved in developing occupational standards and designing certifications for their specific profession.

"This investment in human resource activities clearly demonstrates the government's commitment to the tourism industry, and its understanding of the role and value of the tourism employee," said Susan Tilley-Russell, chair of Nova Scotia's Tourism Human Resource Council. "Outstanding service from our staff will result in creating the 'wow' for our visitors."

The council will use the funding to support five strategic areas: career development, industry professional development, national development, human resource marketing and implementation, and service excellence.

By ensuring access to a well trained and professional workforce, the council is working to help Nova Scotia achieve its vision of doubling tourism revenues by 2012.

Project partners from the tourism industry and other levels of government will invest an additional $600,000 this year in tourism human resource development initiatives.

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